

What to Say When Asked, "What Do You Do?"

Your Verbal Message

Verbal Message:

Your Verbal Message is your answer to the question, "What do you do?" It is not a 60-second spiel or elevator pitch. It is a concise, clear, to-the-point response where you let them know who you work with and what you do for those people.

Two Versions of the Verbal Message:

1. Who do you help and what problem do you solve?

I help XYZ who are struggling with ABC (ABC is the wake up in the morning problem) to create DEF (a solution).

2. Who do you help and what resolution are you helping them to find?

I help XYZ who are/would like to create/do/become ABC. (ABC is the resolution of the wake up in the morning problem)

Example Verbal Message:

Version 1. Who do you help and what problem do you solve?

I help professional women who are struggling with extra weight because they just can't find the time to be healthy without sacrificing something else in their lives. I help them release the pounds to find their ideal body weight.

Version 2. Who do you help and what dream/aspiration are you helping them create?

I help professional women lose weight so that they can wear all the clothes in their closets – including the "skinny day ones."

OR

I help professional women create their ideal bodies.